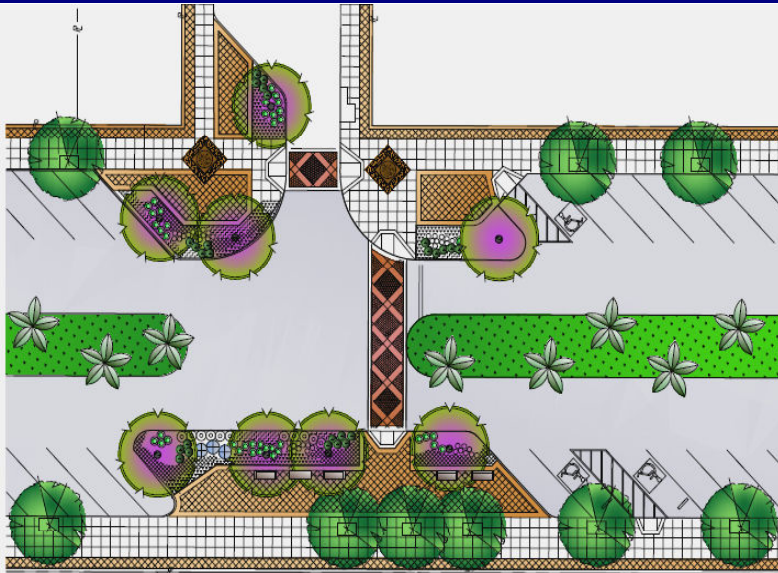


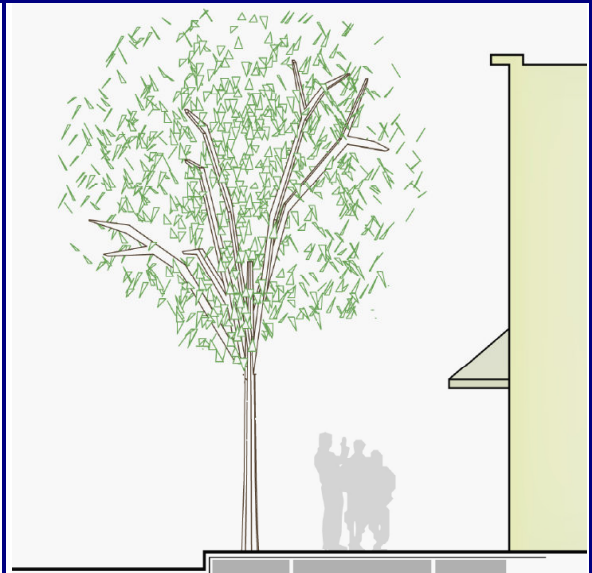


# THIRD AVENUE STREETSCAPE PROJECT, Phase 1

## H Street to North of Madrona Street



*A place designed for pedestrians to safely stroll and experience the unique charm, beauty and opportunities of the Third Avenue Village*



*A vibrant and intimate place to meet, greet, shop, dine & conduct business in the heart of Chula Vista*

**Project Need:** Third Avenue, between “H” Street and “E” Street is designated in the City’s Urban Core Specific Plan as a Smart Growth area. Smart Growth is characterized by providing a variety of transportation choices, pedestrian-friendly access and strong links between land uses and regional transportation. Smart Growth fosters distinctive and attractive communities with strong and unique identities, drawing people to them. This project will promote Smart Growth, which will, in turn, enhance the overall vitality and economic stability of the business district, bringing people to the historic heart of Chula Vista’s first business district. The vision for the future of Third Avenue is a vibrant and intimate place to conduct business, while respecting and embracing its original charm and unique history.

### Project Features

- Shorter Pedestrian Crossings and Improved Accessibility
- Special Event Plaza Adjacent to Memorial Park
- Expanded and More Open Sidewalks for “People Gathering,” Strolling, and Outdoor Dining
- New Covered Transit Shelters with Seating
- Community Gateway Features and Directional Signs
- Decorative Concrete & Pavers
- Improved and Energy Efficient Pedestrian Lighting
- New Drought-Tolerant Landscaping
- Additional Street Trees & Tree Up-Lighting
- Removal of 1980s-era Planters and Planter Boxes
- New Seating, Benches, and Street Furniture

### Phase 1 Project Funding

\$5.6 million, funded by:

• SANDAG Smart Growth Grant	\$2,000,000
• Bayfront / Towncenter Redevelopment Funds	\$ 800,000
• CDBG	\$1,535,222
• CDBG-ARRA	\$ 40,910
• Traffic Signal Fees	\$ 400,000
• General Fund	\$ 840,000

### Phase 1 Project Schedule

- Start Construction: May 2012
- Project Completion: February 2013
- All work will be coordinated with the Third Avenue Village Association to minimize business disruption

### Project Management

City Planning - Garry Williams: 619-691-5098  
City Engineering - Kirk Ammerman: 619-691-5115

For additional information on this and other projects in Chula Vista, please visit: <http://209.242.148.137/ArcGIS/CIP.html>